



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-26-2012 PAGE: 1 of 3

NATIONAL MEDIA RESEARCH PLANNING &
PLACE - 3736
ATTN: NMRPP MEDIAASSISTANT
815 SLATERS LANE
ALEXANDRIA VA 22314

Contract No 400124	Contract Dt 09-25-2012	Revision Dt	Rev# 0	Advertiser NRCC-INDEPENDENT EXPENDITURE	Brand NRCC IE 2012	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 155 426 3260			CMS # 244485	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-26-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 244485				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 155 P : 426 E : 3260																	
1	10-26-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				10	30					1			1	2,500	1	2,500.00
2	10-29-2012	11-01-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				10	30	1	1	1	1				4	2,500	4	10,000.00
3	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				10	30	1	1						2	2,500	2	5,000.00
4	10-26-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				10	30					1			1	2,500	1	2,500.00
5	10-29-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				10	30	2	1	2	1	2			8	2,500	8	20,000.00
6	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				10	30	1	2						3	2,500	3	7,500.00
7	10-30-2012	11-01-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				10	30		1		1				2	1,300	2	2,600.00
8	11-06-2012	11-06-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				10	30		1						1	1,300	1	1,300.00
9	10-26-2012	10-26-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30					1			1	2,000	1	2,000.00
10	10-29-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30	1		1		1			3	2,000	3	6,000.00
11	11-05-2012	11-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30	1							1	2,000	1	2,000.00
12	10-26-2012	10-26-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				10	30					1			1	1,500	1	1,500.00
13	10-29-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				10	30	1				1			2	1,500	2	3,000.00
14	11-05-2012	11-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				10	30	1							1	1,500	1	1,500.00
15	10-26-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				10	30					1			1	1,500	1	1,500.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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			Agency CPE: C : 155 P : 426 E : 3260																	
16	10-29-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				10	30	1	1		1	1			4	1,500	4	6,000.00
17	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				10	30	1							1	1,500	1	1,500.00
18	10-26-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30					1			1	2,800	1	2,800.00
19	10-29-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30	2	1	1	1	1			6	2,800	6	16,800.00
20	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30	2							2	2,800	2	5,600.00
21	10-26-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30					1			1	4,250	1	4,250.00
22	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30	1	1	1	1	1			5	4,250	5	21,250.00
23	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30	1							1	4,250	1	4,250.00
24	10-26-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				10	30					1			1	4,200	1	4,200.00
25	10-30-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				10	30		1	1		1			3	4,200	3	12,600.00
26	11-05-2012	11-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				10	30	1							1	4,200	1	4,200.00
27	10-26-2012	10-26-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				10	30					1			1	5,000	1	5,000.00
28	10-29-2012	11-02-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				10	30	1	1		1	1			4	5,000	4	20,000.00
29	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				10	30	1							1	5,000	1	5,000.00
30	10-26-2012	11-02-2012	11:30PM - 11:40PM	HIGH SCHOOL HUDDLE FRI (7068)				10	30					1			1	2,500	2	5,000.00

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			Agency CPE: C : 155 P : 426 E : 3260																		
31	10-27-2012	11-03-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)				10	30						2		2	1,000	4	4,000.00	
32	10-28-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)				10	30							1	1	600	2	1,200.00	
33	10-28-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				10	30							1	1	850	2	1,700.00	
34	10-28-2012	11-04-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				10	30							1	1	800	2	1,600.00	
35	10-28-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				10	30								1	1	5,000	1	5,000.00
																Contracted Gross Total:		77	200,850.00		
																Actual Gross Total:		77	200,850.00		
																Agency Commission:			30,127.50		
																Net Total:			170,722.50		
Month/YR			Preempted	Made Good		Contract Total		Adjustments								Actual Total					
Oct 12			0.00	0.00		38,000.00		0.00								38,000.00					
Nov 12			0.00	0.00		162,850.00		0.00								162,850.00					
TOTAL			0.00	0.00		200,850.00		0.00								200,850.00					

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